

**Promote Wyoming Commission**  
**April 12, 2016**  
**Meeting Minutes**

The Promote Wyoming Commission met on Tuesday, April 12, 2016 at 7:00 p.m. in the Conference Room of the City Building. Attendance was as follows:

Members present: Deb Stonehill-Chairperson, Jim Walton, Margie Carleton, Ron Callahan, Val Prevish, Brad Stoppenhagen, Beth Roeseler, Sue Lewis and Brenda Grannan

Staff Members Present: Laurie Rusnak – Recreation Supervisor

Others Present: None

Call to Order

Ms. Stonehill called the meeting to order at 7:07p.m.

Review and Approval of March 8, 2016 Meeting Minutes

A motion was made to approve the minutes of the March 8, 2016 meeting, as written, by Ms. Roeseler and seconded by Mr. Walton. All ayes by voice vote.

Citizen Participation

None

Business

Report from Wyoming Branding Standards Committee (Brenda and Margie):

Ms. Carleton noted that nothing new is being added at this point. Lynn will develop a photo inventory of what is currently on City vehicles and send to Brenda and Margie. Both Margie and Deb would like to see an additional color/tint added to the branding standards that can be used in the Annual Report and other promotional materials. Margie stated that the branding standard colors needs to go to Kim Flamm to use in the WOW for consistency, and Laurie agreed to work with Lynn Tetley to give the Branding Standards to Kim.

Report from the Communication Committee (Brad, Brenda, Ron, and Val):

Mr. Stoppenhagen reported that The City of Wyoming is developing a new blog to serve as the centerpiece of its communication efforts to current, past, and perspective residents. The blog will feature news, events, and articles of interest which reinforce the Wyoming community brand. After 23 suggestions the final three names of the new blog to vote on are Around Wyoming, What's Up Wyoming, and Wyoming Talks. Mr. Stoppenhagen has created a survey for the Commission members to vote on a preferred name for the new blog by this Friday. Once a decision is made Mr. Callahan will run through and register the name in all domains. Ms. Grannan showed what the possible site would look like with stories and side bar information and said this is also mobile friendly. A decision will need to be made as far as to whom is approving content for this site. Ms. Stonehill would like Mr. Stoppenhagen to give a business plan proposal recommendation as to the site and content.

Report from Photo Library Development Committee (Beth, Jim, and Margie):

Ms. Roeseler reported that the SonSational Dance was covered by photographer Wendy Magee and that the photos will be loaded soon into Smug Mug. Ms. Carlton recommended that we capture some new and exciting photos of the Public Works department and possibly do a feature story on the mulching program or the planting of the flower boxes. Mr. Walton will rotate a new photo into the display every other month to refresh the onsite look.

Annual Report Committee (Deb, Margie, and Val):

Nothing to report

Community Events Committee (Chris, Jim, Sue and Margie):

Ms. Lewis reported that she would like to be added to this committee. Ms. Carlton sketched a possible logo design that was presented to the committee along with the name change from "Pics on the Pike" to "Pix on the Pike". Ms. Stonehill wanted to get some focus on the "Party in the Box" including prices, the process, a trailer and would like to see a specific proposal for the May meeting in time for this to launch for summer. Ms. Lewis suggested the possibility of adding a caterer to the box options which could include offering the Meat Market or Gabby's.

New Resident Packet and New Resident Welcoming Strategies Committee (Beth, Deb, Val, Sue, and Ron):

The committee looked at what was included in the New Resident Packet and all agreed it could be better. Ms. Stonehill would like everyone to think about what the goal of the packet is and what should the packet accomplish. Ms. Lewis suggested that the packet should include several things including things to do within 20 minutes of the city, focus on local shopping with possible discounts, recreational activities, listing of pre-schools, clubs, churches and organizations including Newcomers. Ms. Carlton added that we need to follow the branding standards for materials in the new packet.

- Other:
  - Project Summary Sheet: Nothing to report.
  - Logo Use Policy: Nothing to report.
  - Information Kiosks: Nothing to report.
  - Civic Center Branding and Marketing: Nothing new to report.

Miscellaneous

Adjournment

Meeting adjourned at 8:37 p.m.

Submitted by: Laurie Rusnak, Recreation Supervisor